

Project Slip - 20120608

<p>PROBLEM</p> <p>Matching expense receipts with transaction statements is slow and tedious.</p> <p>Getting all of the expense receipts from clients is time-consuming.</p> <p>Properly categorizing clients' transactions is slow.</p> <p>EXISTING ALTERNATIVES</p> <p>Marking-off each matched transaction on the paper statement using a pen.</p> <p>Downloading transactions to Excel and communicating missing receipts using it over email.</p> <p>Entering receipts into QuickBooks and allowing it to match to downloaded transactions.</p>	<p>SOLUTION</p> <p>Import transaction statement lines into a UI/app built for matching.</p> <p>Allow for sending emails from app soliciting for unmatched lines.</p> <p>Allow for sorting/grouping of lines once in the app.</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Reduce your time spent matching expense receipts by 80%.</p> <p>HIGH-LEVEL CONCEPT</p> <p>Receipt matching for touch typists, not the hunt-and-peck set.</p>	<p>UNFAIR ADVANTAGE</p> <p>Invented ("own") receipt reconciliation software.</p>	<p>CUSTOMER SEGMENTS</p> <p>Independent bookkeepers that match receipts and do not bill by the hour.</p> <p>EARLY ADOPTERS</p> <p>Active on LinkedIn and in LinkedIn bookkeeper groups.</p> <p>Relatively new to bookkeeping (not set in ways).</p>
<p>COST STRUCTURE</p> <p>Hosting - \$10/month</p> <p>Domains - \$40/yr</p> <p>Software development - \$0</p>	<p>REVENUE STREAMS</p> <p>\$39/month with a 30-day free trial.</p>	<p>KEY METRICS</p> <p>Upload second transaction statement.</p> <p>Upload transaction statement.</p> <p>Reconcile majority of transactions.</p>	<p>CHANNELS</p> <p>LinkedIn bookkeeper groups participation</p> <p>Twitter</p> <p>Word-of-mouth</p> <p>Bookkeeper conferences</p> <p>LinkedIn ads</p>	